

ITEM 9-B

CITY OF ALAMEDA

Memorandum

To: Honorable President and
Members of the Planning Board

From: Obaid Khan, P.E.
Supervising Civil Engineer

Date: April 9, 2012

Re: Draft TSM/TDM Plan

BACKGROUND

The Public Works Department was awarded a Community Based Transportation Planning (CBTP) grant from Caltrans to develop a Citywide Transportation System Management/Transportation Demand Management (TSM/TDM) Plan. The Plan will provide a policy framework, funding mechanisms and institutional structure to ensure that future development and redevelopment projects mitigate their impacts on the City's transportation infrastructure and that these mitigations include TSM/TDM strategies. The TSM/TDM Plan's overall goal is to increase the efficiency of the existing transportation system by emphasizing TSM strategies and TDM techniques. TSM and TDM definitions are as follows:

- ***Transportation system management*** techniques are intended to improve transportation system capacity without physical expansion or behavioral changes such as traffic signal timing improvements.
- ***Transportation demand management*** techniques are intended to improve transportation system efficiency by altering travel demand using such strategies as ridesharing, employer-based programs to encourage transit and other programs intended to encourage use of commute alternatives other than driving alone.

Currently, the Public Works Department in consultation with the Planning Department require TSM/TDM programs as a mitigation for a project's transportation impact and includes it in the environmental document on a project-by-project basis. The purpose of this Plan is to develop a standardized methodology for determining vehicle trip reduction targets for individual projects based on financial contributions or individual TSM/TDM measures. The Plan also includes methodologies for monitoring and enforcing compliance with the vehicle trip reduction targets.

ANALYSIS

The goal of the Draft TSM/TDM Plan – as enclosed in Attachment 1 – is to reduce the amount of commute travel by single-occupant vehicles. To that end, TSM/TDM

measures are assessed by their potential effectiveness in reducing single-occupant auto use for commute trips based on specific needs of Alameda businesses, residents and employees. Implementation of an effective TSM/TDM Plan will need to be a shared responsibility of the public and private sectors for both existing and new developments. Due to the relative small size of existing employers in the City of Alameda, a transportation management association (TMA) could provide the primary lead for TDM program development implementation in the City of Alameda. A TMA would provide opportunities for collaboration of all key stakeholders to implement an array of TDM programs through a public/private partnership. Although joining a TMA would be encouraged, the development proposal sponsor also would have the option to implement its own TDM program. The development proposal sponsor would choose the TDM strategies required depending on its vehicle trip reduction objective. The sponsor's TDM program would be comprised of a combination of TDM strategies.

On February 22, 2012, the Transportation Commission heard public comment, reviewed and approved a previous version of the Draft TSM/TDM Plan (available at <http://www.cityofalamedaca.gov/City-Hall/Calendar-of-Events?id=1460&a=20120222>). Staff received the following comment at the Transportation Commission meeting:

Comment #1: A Transportation Commission member asked if the City would not expect anything more than a 10 percent reduction for non-major development type projects.

Response #1: Based on national reports and data the City's consultant has determined that a 10 percent reduction for non-major development type projects is appropriate for the City of Alameda. Larger developments such as Alameda Point may be able to achieve as much as a 30% reduction.

The Draft TSM/TDM Plan presented to the Planning Board has been revised to reflect the comments and suggestions received from the public and Transportation Commission members to date.

RECOMMENDATION:

Staff recommends that the Planning Board members review and provide comments on the Draft TSM/TDM Plan.

RESPECTFULLY SUBMITTED BY:

Obaid Khan, P.E.
Supervising Civil Engineer

Attachment:

1. Draft TSM/TDM Plan